

Utah Office of Tourism Board Meeting

Conference Call

March 28, 2007

9:00 a.m.

Present

Board Members

Kim McClelland
Hans Fuegi
Steve Lindburg
Georgianna Knudson
Mayor Peter Corroon

Shelleice Stokes
Frank Jones
Pam Hilton
Steve Burr

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Barbara Bloedorn

Call to Order

After the participants identified themselves, Hans explained the funding application request.

Consideration of Cooperative Marketing Application

Summary of the Cooperative Marketing Special Opportunity Application from **Pioneer Theatre Company for \$7,500**

Pioneer Theatre Company (PTC) previously received \$35,000 in Cooperative Marketing money in the 4th round of co-op funding to advertise their production of Les Miserables out of state. PTC is one of only a handful of theatres around the US granted the rights to put on the production.

Almost 25% of tickets for their last available week sold to Idaho residents due to their co-op marketing campaign. They had great response from Idaho and have extended the show an additional week. Therefore, they are asking for an additional \$7,500 to market the show in 3 major Idaho newspapers.

The score sheets received indicate that the Co-op Committee is in favor of approving the application.

MOTION: Shelleice made a motion to approve full funding of the application for the project as outlined. The motion was seconded by Georgianna and it carried unanimously.

Call adjourned at 9:12am